

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EUR-12 CIAE-00 DODE-00 INR-07 NSAE-00

PA-01 PRS-01 SP-02 /034 W

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R 250910Z OCT 75

FM AMEMBASSY NEW DELHI

TO USIA WASHDC

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

SECSTATE WASHDC 1901

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USIAC

E.O. 11652: N/A

SUBJ: IPPO INTERNATIONAL IMAGES STUDY

1. JUST-OBTAINED ADVANCE DATA FROM THE INDIAN INSTITUTE OF PUBLIC OPINION'S LATEST INTERNATIONAL IMAGES STUDY SHOWS THE U.S. IMAGE IMPROVED AND THE USSR IMAGE DOWN SOMEWHAT. THE POLL, TAKEN DURING SECOND AND THIRD WEEKS OF SEPTEMBER, HAS USUAL QUERIES ON INDIAN OPINION OF MAJOR FOREIGN COUNTRIES. SAMPLES, AS ALWAYS, EQUALLY DIVIDED AMONG THOUSAND LITERATES IN FOUR METROPOLITAN CITIES.

2. FEELING TOWARD USA AND USSR: IN LATEST POLL, U.S. GAINS 21 PER CENT IN COMPOSITE OF "GOOD-VERY GOOD" OPINION, WHILE USSR LOSES 7 PER CENT. IN COMPOSITE OF "BAD-VERY BAD," U.S. IS NOW SEEN 20 PERCENT LESS NEGATIVELY, WHILE USSR REMAINS THE SAME. THE FIGURES ARE: FOR THE U.S. THE COMPOSITE OF "GOOD-VERY GOOD" COMPARED TO "BAD, VERY BAD" IS NOW 58 TO 11 PER CENT; FOR THE USSR, 68 TO 3 PER CENT. ANALYSED BY CITIES, GAINS FOR U.S. IN COMPOSITE "GOOD-VERY GOOD" SINCE APRIL: BOMBAY FROM 49 TO 69 PER CENT, CALCUTTA 12 TO 51 PER CENT, DELHI 11 TO 22 PER CENT, MADRAS 77 TO 92 PER CENT.

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3. MAJOR POWER INFLUENCE IN SETTLEMENT OF WORLD AFFAIRS: GAINS
IN COMPOSITE ANSWERS "MODERATE-MUCH" INFLUENCE SINCE APRIL-U.S.
FROM 73 TO 82 PER CENT, SOVIET UNION 78 TO 82 PER CENT.

4. COMPLETE REPORT, TABULATIONS AND NARRATIVE ANALYSES NOT YET
READY. WILL BE SENT TO IOR WHEN AVAILABLE.

5. COMMENTS: IT IS CLEAR THAT THE IMAGE OF THE U.S. IN INDIA HAS
IMPROVED. THE APRIL POLL, IT WILL BE REMEMBERED, CAME IN THE WAKE
OF THE ARMS EMBARGO LIFTING. BY SEPTEMBER, UNDER THE EMERGENCY,
BLATANT PRESS CRITICISM OF THE U.S. HAD ABATED. EARLY PEAKING
HERE OF ANTICIPATION OF MIDEAST SETTLEMENT AND ALMOST UNIVERSAL
SATISFACTION WITH U.S. EFFORTS THERE WAS PROBABLY ANOTHER FACTOR.
FINALLY, WHILE SEPTEMBER POLL CAME BEFORE MINISTER CHAVAN'S VISIT
TO AMERICA, THAT VISIT AND HOPES FOR PROGRESS ON JOINT COMMISSION
BUSINESS WERE BEING GIVEN SOME PRESS ATTENTION.
HEMSING

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